



## Community Rating System

### Webinars

330 Outreach Projects

- ✓ Call in number: (213) 493-0700
- ✓ Access Code: 194037#

Sponsored by the California  
Department of Water Resources





## Community Rating System

### Webinars

330 Outreach Projects

- ✓ Mute phones - \*6
- ✓ Unmute for questions (\*6)
- ✓ 1 CFM CEC –
  - e-mail us if you want it







Page 330-2

National Flood Insurance Program  
Community Rating System

## Coordinator's Manual

April 6, 2012 **DRAFT**

FEMA







OMB No. 1660-0022  
Expires: September 1, 2013

National Flood Insurance Program  
Community Rating System



## Coordinator's



## 330 Outreach Projects

### 330 Outreach Projects






## 330 Outreach Projects


Page 330-2

### Objective


Provide the public with information needed to:

- ✓ Increase flood hazard awareness
- ✓ Motivate actions to reduce flood damage
- ✓ Encourage flood insurance coverage
- ✓ Protect the natural functions of floodplains.





## 330 Outreach Projects




### 1980's Research Findings


Two tier program

- ✓ First: widespread general introduction
- ✓ Second: more details for those interested


CRS program:

- ✓ Widespread:
  - 330 – Outreach Projects
- ✓ More details:
  - 350 – Library
  - 360 – Flood Protection Assistance





## 330 Outreach Projects





### 1990's Research Findings

“Several measures were taken by those who retrofitted...”


- ✓ “They spent their own money ... to implement the measures...”
- ✓ “Having... information appears to encourage retrofitting.”
- ✓ The measures implemented by those with information worked better during later floods

Dr. Shirley Laska, *Floodproof Retrofitting – Homeowner Self-Protective Behavior*







## 330 Outreach Projects




### 2000's Research Findings

- ✓ Objective is to change behavior
- ✓ Good programs work: behavior changes
- ✓ Good programs:
  - ✓ Are locally tailored
  - ✓ Are positive
  - ✓ Say what people should do
  - ✓ Repeat the message
  - ✓ Repeat the message from different sources
  - ✓ Evaluate and revise





## 330 Outreach Projects



### Messages

Clearly state what the audience should do


“Get a floodplain permit from...”

“Buy contents coverage”

Or


Provide basic information with a note on where to get more information

“You are in a floodplain.  
Find out more by calling...”




**Table 330-1. CRS topics and example messages.**

Six Priority Topics	Example Messages
1. Know your flood hazard	Your property is subject to flooding You are in a repetitively flooded area Drive safely: five people died in the 2002 flood
2. Insure your property for your flood hazard <i>Note: At least one project must include a message on this topic</i>	You need flood insurance Renters should buy flood insurance for their contents Take advantage of a low-cost Preferred Risk Policy
3. Protect people from the hazard	Turn around, don't drown Know the flood warning signals: one long blast of the siren means a flash flood along Silver Creek Designate a place where your family can rendezvous after an evacuation order is issued
4. Protect your property from the hazard	Replace your flooded furnace with one elevated above the flood level Keep debris and trash out of the streams and ditches We can help you get a grant to elevate your home. Call us at _____
5. Build responsibly	Get a permit from ... before you build Know the substantial damage rules (and the ICC benefits). You can see them at www. .... All projects should be at least 10 feet from the property line so you don't alter the drainage between homes
6. Protect natural floodplain functions	Don't dump in the storm drains; they drain to the bay Protect our turtle nesting areas: stay off the beach after sunset Report broken silt fences: they help keep our streams clean



## 330 Outreach Projects



### Messages

With a PPI:  
up to four more priority topics can be added

Examples of additional topics (selected by a community that has a Program for Public Information)	Example Messages
7. Hurricane preparedness *	Know your evacuation route
8. General preparedness *	Inventory and photograph your home's contents and put important papers and insurance policies in a safe place
9. Basement flooding *	Check your downspout--drain away from the house
10. Flood education *	Teach school children about flooding

\* Example topics 7 and 8 could also be listed under CRS topic 3--Protect people from the hazard. By listing them as separate topics in its PPI, the community can receive credit for covering three different topics in each project. Similarly, example topic 9 could be covered under CRS topic 4. All four additional topics (7 through 10) need to be explained in the Program for Public Information.

**330 Outreach Projects**  
Pages 330-3 - 5

**Projects**

- (a) Informational materials: placed in static location
- (b) Outreach projects: reach out to general audience
- (c) Targeted projects: reaches a specific audience

**330 Outreach Projects**

**330 Outreach Projects**  
Page 330-5

4 Targeted audiences w/o PPI

1. Floodplain residents
2. Repetitive loss areas
3. Leveed areas
4. Dam failure inundation areas

With a PPI:  
More targeted audiences

**330 Outreach Projects**  
Page 330-6

332.a Outreach Projects (OP)

Credit criteria

- (1) Project must be disseminated annually
- (2) At least one project must cover flood insurance
- (3) No loss of OP credit if FRP projects implemented during a flood

**330 Outreach Projects**  
Pages 330-6 - 7

**Credit points**

- (a) Informational materials: 1 point/topic
- (b) Outreach projects: 2 points/topic
- (c) Targeted projects: 6 points/topic

**More points for repeating outreach and targeted projects**


**330 Outreach Projects**  
Page 330-7

**Table 330-2. Basic scoring of example outreach projects (without a PPI).**

Example Outreach Projects (OP)	A Points per topic	B # of Flood- related Topics	C Times Delivered	(A x B x C) OP = Points per Project
OP 1. A brochure on flood insurance produced by FEMA is set out in various public places (informational material—1 point per topic)	1	1	1	1
OP 2. Local insurance agents have agreed to advise their clients that flood insurance is a good idea and give them the OP 1 brochure (general outreach—2 points per topic)	2	1	1	2
OP 3. Presentations to five neighborhood associations with messages under CRS topics 1, 2, 4, and 5 (general outreach—2 points per topic). The OP 1 brochure is handed out to everyone present	2	4	5	40
OP 4. The neighborhood association presentation is taped and repeated twice a month on the public service cable TV channel (general outreach—2 points per topic). This does not involve two-way communication, so it is counted as being delivered once a year.	2	4	1	8
OP 5. A mailing is sent each year to all residents of the SFHA. It has messages under the first five CRS topics. (targeted outreach—6 points per topic)	6	5	1	30



[illegible]






# 330 Outreach Projects

Pages 330-8 – 10

## 332.b Flood Response Preparations (FRP)

- ✓ Messages
- ✓ Projects
- ✓ Updated annually
- ✓ Distributed when in floods





## 330 Outreach Projects

Page 330-9

### Examples of FRP Messages

CRS Topic 3: Protect people from the hazard – Message 3: Don't enter a flooded building until it's been cleared by an inspector

CRS Topic 4: Protect your property from the hazard – Message 4: Mitigate while you repair

CRS Topic 5: Build responsibly – Message 5: Get a permit for repairs

PPI Topic 8: Message 8: ICC can help pay to mitigate substantially damaged buildings

PPI Topic 9: Message 9: Apply for a mitigation grant



### Examples of FRP Projects

FRP 1: A media kit with background information for reporters on all five FRP messages

FRP 2: Public service announcements that cover FRP messages 3 and 5

FRP 3: Door hangers that explain all five FRP messages

FRP 4: Handouts on grant programs





## 330 Outreach Projects

Page 330-10

### Credit criteria


- (1) OP is a prerequisite
- (2) Either respond to a flood or review and update messages and projects
- (3) OP credit kept if FRP diverts resources





# 330 Outreach Projects



Pages 330-10 – 11



## Credit points

- (a) Informational materials: 1 point/topic
- (b) Outreach projects: 2 points/topic
- (c) Targeted projects: 6 points/topic

Example Flood Response Projects (FRP) (See Figure 330-1)	A Points per Topic	B # of Flood- related Topics	C Times Delivered	(A x B x C) FRP = Points per Project
FRP 1. Media kit with backgrounder information for reporters	2	5	1	10
FRP 2. Radio public service announcements	2	2	1	4
FRP 3. Door hangers for flooded homes	6	5	1	30
FRP 4. Handouts on grant programs	1	1	1	1
<b>Total</b>				<b>45</b>




## 330 Outreach Projects

Pages 330-11 – 13

### 332.c Program for Public Information (PPI)

Credit criteria

1. Committee
2. Assess public information needs
3. Formulate messages
4. Identify projects
5. Examine other initiatives
6. Document
7. Monitor/evaluate



330 Outreach Projects <span style="float: right;">Page 330-14</span>						
Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
Target Area 1. Coastal floodplain residents	Topic 1 message: Find out about your flood hazard	Increase in the number of map information inquiries	320 map info service to include info on flood depths, wave heights, and past floods (320)	Floodplain manager	Start as soon as staff has the maps	
			OP 3. Presentations to five neighborhood associations	Floodplain manager	Set up the five presentations by January 31	Neighborhood associations
			OP 4. Cable TV to show the neighborhood association presentation	Floodplain manager and public information officer	Tape the first two presentations and use the best scenes	Neighborhood associations, Cable TV company
			OP 5. Mailing sent each year to residents of the SFHA	Floodplain manager and public information officer	Disseminate in May, before hurricane season	
			OP 6. Stencils on storm drains	Floodplain manager and webmaster	Have on line by May 1 start of hurricane season	
	Topic 2 message: All residents in flood-prone areas should	The total number of SFHA policies increases	New website page will show flood depths and LHMWA boundary (350)	Floodplain manager	Have on line by May 1 start of hurricane season	
			Floodplain manager to explain depths, waves, and past floods when providing assistance (360)	Floodplain manager	Start as soon as staff has the maps	
			OP 1. FEMA brochure on flood insurance	Floodplain manager	Printed and displayed by Feb. 28	FEMA
			OP 2. Local insurance agents advise their clients	Insurance agency representative on the PPI committee	Explain at March 15 insurance assoc. meeting	Insurance agencies
			OP 3. Presentations to neighborhood associations	See OP 3 above	See OP 3 above	See OP 3 above

## 330 Outreach Projects

Page 330-13

### 332.c Program for Public Information (PPI)

**Credit points**

- ✓ 40% increase in project points
- ✓ Increase in other activities' credits:

$$PPI = OP_i \times 0.4$$

and/or

$$PPI = FRP_i \times 0.4$$

## 330 Outreach Projects

Pages 330-16 – 17

### 332.d

30% increase in credit for PPI projects

330 Outreach Projects <span style="float: right;">Page 330-14</span>						
Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
Target Area 1. Coastal floodplain residents	Topic 1 message: Find out about your flood hazard	Increase in the number of map information inquiries	320 map info service to include info on flood depths, wave heights, and past floods (320)	Floodplain manager	Start as soon as staff has the maps	
			OP 3. Presentations to five neighborhood associations	Floodplain manager	Set up the five presentations by January 31	Neighborhood associations
			OP 4. Cable TV to show the neighborhood association presentation	Floodplain manager and public information officer	Tape the first two presentations and use the best scenes	Neighborhood associations, Cable TV company
			OP 5. Mailing sent each year to residents of the SFHA	Floodplain manager and public information officer	Disseminate in May, before hurricane season	
			OP 6. Stencils on storm drains	Floodplain manager and webmaster	Have on line by May 1 start of hurricane season	
	Topic 2 message: All residents in flood-prone areas should	The total number of SFHA policies increases	New website page will show flood depths and LHMWA boundary (350)	Floodplain manager	Have on line by May 1 start of hurricane season	
			Floodplain manager to explain depths, waves, and past floods when providing assistance (360)	Floodplain manager	Start as soon as staff has the maps	
			OP 1. FEMA brochure on flood insurance	Floodplain manager	Printed and displayed by Feb. 28	FEMA
			OP 2. Local insurance agents advise their clients	Insurance agency representative on the PPI committee	Explain at March 15 insurance assoc. meeting	Insurance agencies
			OP 3. Presentations to neighborhood associations	See OP 3 above	See OP 3 above	See OP 3 above

330 Outreach Projects <span style="float: right;">Page 330-18</span>						
Table 330-4. Scoring examples for PPI and STK.						
Outreach Project	A Points per topic	B # of Flood-Related Topics	C # of times Project Delivered	OP = Points per Project	PPI OP x 0.4	STK OP x 0.3
OP 1. FEMA's brochure on flood insurance	1	1	1	1	0.40	0.30
OP 2. Local insurance agents advise their clients	2	1	1	2	0.80	0.60
OP 3. Presentations to five neighborhood associations	2	5*	5	50	20.00	15.00
OP 4. The neighborhood association presentation on cable TV	2	5*	1	10	4.00	3.00
OP 5. Mailing sent each year to residents of the SFHA	6	6*	1	36	14.40	50.40
OP 6. Stencils on storm drains	2	1	1	2	0.80	2.80
OP 7. Meetings with home builders association	6*	2	2	24	9.60	33.60
<b>Total</b>				<b>125</b>	<b>50.00</b>	<b>193.90</b>

## 370 Flood Insurance Promotion

“The simple truth is that residents and business owners with adequate flood insurance rebuild and recover faster and return to normal faster than people without. This means faster and more complete community recovery....Experience has shown that an insured community is a better prepared community....”


– ASFPM News & Views, October 2010.

**NFIP/CRS** **370 Flood Insurance Promotion**  **Page 370-2**


Objective: improve flood insurance coverage in the community

- ✓ Community role in promoting insurance
- ✓ Work with insurance agents
- ✓ High level commitment
- ✓ Design to meet local needs



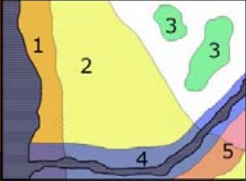
**NFIP/CRS** **370 Flood Insurance Promotion**  **Pages 370-2 – 3**


330 (Outreach Projects)	370 (Flood Insurance Promotion)
PPI – Program for Public Information	
1. Establish a committee	Establish a committee
2. Assess public information needs	FIA –1. Assess insurance coverage
3. Formulate messages	CP –2. Coverage improvement plan
4. Identify projects	“
5. Examine other initiatives	“
6. Document	“
7. Implement/monitor/evaluate	CPI – 3. Implementation

**NFIP/CRS** **370 Flood Insurance Promotion**  **Page 370-3**

372.a Flood insurance coverage assessment (FIA)

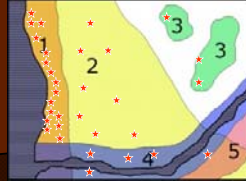
(1) Identify target areas




**NFIP/CRS** **370 Flood Insurance Promotion**  **Page 370-4**

372.a Flood insurance coverage assessment (FIA)

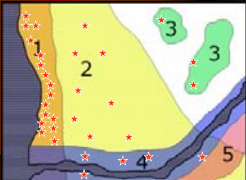
(1) Identify target areas  
(2) Map insurance coverage




**NFIP/CRS** **370 Flood Insurance Promotion**  **Pages 370-4 – 5**

372.a Flood insurance coverage assessment (FIA)

- (1) Identify target areas
- (2) Map insurance coverage
- (3) Determine level of coverage
  - ✓ % buildings insured
  - ✓ Contents coverage?
  - ✓ Enough coverage?
- (4) Correct errors
- (5) Prepare the document
- (6) Submit to governing body
- (7) Reassess



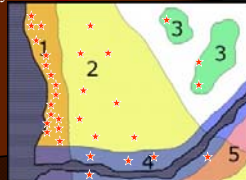
**NFIP/CRS** **370 Flood Insurance Promotion**  **Pages 370-5 – 6**

372.a Flood insurance coverage assessment (FIA)

Credit points  
FIA = 15

Documentation

- (a) Updated assessment at each cycle
- (b) Documentation that it was submitted to the governing body





## 370 Flood Insurance Promotion

Pages 370-6 – 8



372.b Coverage improvement plan (CP)

332.c Program for Public Information (PPI)

1. Committee
2. Assess public information needs
3. Formulate messages
4. Identify projects
5. Examine other initiatives
6. Document
7. Monitor/evaluate





## 370 Flood Insurance Promotion

Pages 370-8 – 9



372.c Coverage improvement plan implementation (CPI)

(a) Informational materials: 1 → 2 points/topic

(b) Outreach projects: 2 → 4 points/topic


(c) Targeted projects: 6 → 12 points/topic

**At least one elected official project**

**More points for repeating the projects/topics**


**PPI and Stakeholder (STK) bonus points**





## 370 Flood Insurance Promotion

Pages 370-10 – 11



372.d Technical assistance (TA)


Credit criteria


- (1) Identify at least one person
- (2) Publicize the service
- (3) Keep records

Credit points


TA = the total of the following:

- 15, for providing the technical assistance service, plus
- 5, if the service is provided by an Associate in National Flood Insurance (ANFI™)







## Program for Public Information




### 2000's Research Findings

- ✓ Objective is to change behavior
- ✓ Good programs work: behavior changes
- ✓ Good programs:
  - ✓ Are locally tailored
  - ✓ Are positive
  - ✓ Say what people should do
  - ✓ Repeat the message
  - ✓ Repeat the message from different sources
  - ✓ Evaluate and revise





## Program for Public Information



Developing a Program for CRS Activity 330 (c)

**An Example Program for Public Information**


Background

The City of Providence has developed educational and outreach programs to help residents understand the importance of flood insurance and the benefits of the Community Rating System (CRS). The City of Providence is a member of the National Flood Insurance Program (NFIP) and has been awarded a CRS rating of 3.

The City of Providence is currently working on developing a program to help residents understand the importance of flood insurance and the benefits of the Community Rating System (CRS). The City of Providence is a member of the National Flood Insurance Program (NFIP) and has been awarded a CRS rating of 3.


[www.CRS2012.org](http://www.CRS2012.org)

**Activity Information - 300**




## Program for Public Information

Page 330 – 12




330 (Outreach Projects)	370 (Flood Insurance Promotion)
PPI – Program for Public Information	
1. Establish a committee	Establish a committee
2. Assess public information needs	FIA – 1. Assess insurance coverage
3. Formulate messages	CP – 2. Coverage improvement plan
4. Identify projects	“
5. Examine other initiatives	“
6. Document	“
7. Implement/monitor/evaluate	CPI – 3. Implementation



**NFIP/CRS** **Program for Public Information**  Page 330 – 12

1. Establish a Committee
  - 1.1. Membership
    - ≥ 5 people
    - ≥ 1 Floodplain manager
    - ≥ 1 Public information office
    - ≥ ½ stakeholders



**NFIP/CRS** **Program for Public Information**  Page 330 – 12

1. Establish a Committee
  - 1.1. Membership
    - Stakeholders:
      - ✓ Residents
      - ✓ Private sector
      - ✓ Non-community government
      - ✓ Anyone but a community employee or officer
    - Note: staff does most of the work




**NFIP/CRS** **Program for Public Information**  Page 330 – 13





**CRS note:** Meeting at lunch time and providing food makes it easier for busy stakeholders to attend

Meeting of the PPI Committee meeting, showing the stakeholder representations

**NFIP/CRS** **Program for Public Information**  Page 330 – 13


- 1.3. Multi-jurisdictional Committee
  - ≥ 2 people from each community
  - ≥ ½ are stakeholders from the community
  - ≥ ½ attend every meeting
  - ≥ 1 FPMgr, PIO, insurance (370), lender (370)
  - Can be from any of the communities




**NFIP/CRS** **Program for Public Information**  Page 330 – 13

- Mary Hurner, CRS Coordinator, Surface Water Management, Public Works, Snohomish County
- Dara Salmon, Emergency Program Manager, Emergency Management, Snohomish County
- Roxanne Pilkenton, CFM, Floodplain Manager, Planning and Development Services, Snohomish County
- Christopher Schwarzen, Public Information Officer, Executive Office, Snohomish County
- Brad Feilberg, Floodplain Manager, Public Works Director, City of Monroe
- Tom Cunningham, Tye City Insurance, Monroe
- Cyd Donk, Floodplain Administrator, City of Sultan
- Lucy Hitchcock, Planning Board Member, City of Sultan
- Merlin Halverson, Fire Chief, Snohomish County Fire District 5
- Kevin Plemel, Environmental Health Manager, Snohomish Health District
- Chuck Hazelton, Stillaguamish River Flood Control District Chair
- Frank Linth, Skykomish Valley Real Estate Agent

Prepared by:  
Snohomish County Public Works  
Surface Water Management  
January 2011



**NFIP/CRS** **Program for Public Information**  Page 330 – 13

1. Establish a Committee
2. Assess public information needs
  - 2.1. Identify target areas
  - 2.2. 370: Assess insurance coverage
  - 2.3. Target audiences
  - 2.4. Inventory other efforts






Table 3. Other Public Information Efforts			
Organization	Project	Subject Matter	Frequency
Armand Bayou Nature Center	Fall Festival <b>Materials at the Center</b>	Keep the bayous safe <b>Natural floodplain functions</b>	Every November <b>Year-round</b>
Armand Bayou Watershed Partnership	Presentations to different groups	Watershed and wetlands protection	Year-round
Bounce Energy	Outreach presentations and events	Wetlands	Year round
Cable Channel 16	<b>Flyers in electric bills</b>	<b>Evacuation and safety</b>	<b>2 each summer</b>
Chamber of Commerce	Short shows explaining stormwater and flooding	Take care of your storm drain Protect natural functions	24 hours, year-round
City of Pasadena	Business Expo	Up to each exhibitor	Every February
City of Pasadena	Handouts and brochures at various locations	Various flood-related topics	Year-round
City Communication Office	Facebook and Twitter messages	Various flood-related topics	Year-round
City Communication Office	Pasadena Now newsletter	Various flood-related topics	Every month
City Communication Office	Press releases	Topics of importance to the City	As needed
City Library	Website	Various flood-related topics	Year-round
City Library	Hispanic Fest	Whatever exhibitors want to say	Every November
City Engineering Dept.	Map inquiry service	Flood hazard areas, insurance, flood protection	Year-round
City Engineering Dept.	MS4 projects: marking drains, letters left on door handles, street and park cleanings by citizens	Take care of your storm drain Protect water quality, no illegal dumping	Year round
City Public Works	Adopt a Waterway	Protect and clean the waterway	Year round
City Public Works	Walk the Waterway	Protect the waterway	Year round
City Public Works	Billing mailings	Topics of importance to the City	Year-round
City Water Department	Post card message	Protect storm water and prevent flooding	Once A Year

Table 3. Other Public Information Efforts			
Organization	Project	Subject Matter	Frequency
City Engineering Dept.	Storm drain cleanings, letters left on door handles, street and park cleanings by citizens	Take care of your storm drain Protect water quality, no illegal dumping	Year round
City Public Works	Adopt a Waterway	Protect and clean the waterway	Year round
City Public Works	Walk the Waterway	Protect the waterway	Year round
City Public Works	Billing mailings	Topics of importance to the City	Year month
City Water Department	Post card message	Protect storm water and prevent flooding	Once A Year
Galveston Bay Foundation	<b>Trash Bash</b>	<b>Keep the bayous clean</b>	<b>Every March</b>
Harris County Flood Control District	Website and outreach projects	Flood protection programs	Year-round
Insurance agencies	Handouts on flood insurance	Flood insurance	As needed
Neighborhood Network	Convention Center expo, "Together We Can"	Helping neighbors	Every October
Neighborhood Network	Outreach to neighborhood associations	Various flood-related topics	Year-round
Regional TV and Radio channels	FloodSmart commercials	Be Prepared Get flood insurance	Year-round
San Jacinto Day Foundation	Strawberry Festival	Whatever exhibitors want to say	Every May
Southeast Regional Local Emergency Planning Committee (SER LEPC)	Website and outreach projects	Protection from hazards	Year-round
Texas Commission on Environmental Quality	<b>Hurricane Workshop</b> <b>Galveston Bay Estuary Program website and outreach projects</b>	<b>Hurricane preparedness</b> <b>Protect natural functions</b>	<b>Every June</b> <b>Year-round</b>
Univision TV	Interview in Spanish about the Trash Bash	Take care of your storm drain Protect natural functions	Once a year
Univision Radio	Interviews in Spanish	Take care of your storm drain Protect natural functions	Once a year

**Examples of Other Public Information Efforts**

**Texas Division of Emergency Management**  
Hurricane Preparedness Guidelines  
Preparing for Hurricane Season: June 1-Nov.30  
Download this PDF for more information on your role, your responsibilities and the role of your community.

**Bay Briefings**  
Habitat Protection  
Protecting Habitat  
CRS note: These are examples of the outreach projects Pasadena found during its inventory of other public information efforts. They do not have to be included in a PPI document.

**Galveston Bay Estuary Program**  
Armand Bayou Nature Center

**Division de Administración de Emergencias**  
Directrices para Huracanes  
Preparándose para la temporada de huracanes durante el 1 de junio hasta el 30 de noviembre.  
Descargue esta guía para obtener más información sobre su rol, sus responsabilidades y el rol de su comunidad.

**FREE to the Public**  
**Community Safety Fair & Hurricane Workshop**

**Program for Public Information**  
Page 330 – 13

1. Establish a Committee
2. Assess public information needs
3. Formulate messages






Table 4. Messages and Desired Outcomes			
Message	Outcome	CRS note: Here are the related CRS priority topics	
A. Know your risk of flooding	More map information inquiries to Public Works	1. Know your flood hazard	
B. You need flood insurance	Increase in the number of flood insurance policies	2. Insure your property for your flood hazard	
C. Turn around, don't drown	Fewer water rescues and police citations for ignoring barricades	3. Protect people from the hazard	
D. Keep your waterway clean	Reduced amount of debris removed by public works	4. Protect your property from the hazard	
E. All construction projects must meet flood protection and water quality rules.	Reduced number of building department citations	5. Build responsibly	
F. Only rain goes down the drain	Improved water quality as reported by TCEQ	6. Protect natural floodplain functions	
G. Know the flood protection construction rules	Reduced number of building department citations	7. PPI: Educate landscapers and contractors	
H. You can protect your house from flooding	Increased number of applications for permits for flood protection projects	8. PPI: Incorporate low cost flood protection measures	
I. Everyone in the City can buy flood insurance	Increase in the number of flood insurance policies in the X Zone	9. PPI: Flood insurance is available in X Zones	

**Program for Public Information**  
Page 330 – 13

1. Establish a Committee
2. Assess public information needs
3. Formulate messages
4. Identify projects
5. Examine other initiatives







## Program for Public Information

Page 330 – 14



- Examine other initiatives
  - ✓ 320 – Topics, publicity prerequisite
  - ✓ 340 – DFH, REB
  - ✓ 350 – WEB 1
  - ✓ 360 – PPA, PPV, FAA, publicity prerequisite
  - ✓ 370 – Committee, outreach projects
  - ✓ 510 – Committee prerequisite
  - ✓ 540 – SDR publicity
  - ✓ 610 – Outreach project prerequisite
  - ✓ 620 – Outreach project prerequisite
  - ✓ 630 – Outreach project prerequisite

## Program for Public Information

Page 330 – 14


- Establish a Committee
- Assess public information needs
- Formulate messages
- Identify projects
- Examine other initiatives
- Document

## Program for Public Information

Page 330 – 15

Target Audience	Message	Outcome	Project(s)	Assignment	Schedule	Stakeholder
Target Area 1. Coastal floodplain residents	Topic 1 message: Find out about your flood hazard	Increase in the number of map information inquiries	320 map info service to include info on flood depths, wave heights, and past floods (320)	Floodplain manager	Start as soon as staff has the maps	Neighborhood associations, Cable TV company
			OP 3. Presentations to five neighborhood associations	Floodplain manager	Set up the five presentations by January 31	
			OP 4. Cable TV to show the neighborhood association presentation	Floodplain manager and public information officer	Tape the first two presentations and use the best scenes	
	Topic 2 message: All residents in flood-prone areas should	Increase in number of website hits	OP 5. Mailing sent each year to residents of the SFHA	Floodplain manager and public information officer	Disseminate in May, before hurricane season	FEMA
			New website page will show flood depths and LIMA boundary (350)	Floodplain manager and webmaster	Have on line by May 1 start of hurricane season	
		Increase in the number of people getting tech assistance	Floodplain manager to explain depths, waves, and past floods when providing assistance (360)	Floodplain manager	Start as soon as staff has the maps	
			OP 1. FEMA brochure on flood insurance	Floodplain manager	Printed and displayed by Feb. 28	
			OP 2. Local insurance agents advise their clients	Insurance agency representative on the PPI committee	Explain at March 15 insurance assoc. meeting	Insurance agencies
		The total number of SFHA policies	OP 3. Presentations to neighborhood associations	See OP 3 above	See OP 3 above	See OP 3 above




## Program for Public Information

Table 5. PPI Projects and Initiatives

Pasadena

Target Audience	Message(s) (See Table 4)	Outcome (See Table 4)	Project(s)	Assignment	Schedule	Stakeholder
	E. Get a permit, G. Know the flood protection construction rules	E, G	OP 10. Permit handouts	City Building Department	Handouts provided at permit counter and at all meetings	
2. Repetitive loss areas	A - F, H	A - F, H	OP 11. Repetitive loss mailing	City Environmental Svcs Coordinator	Annual mailing that covers all the topics, tailored for repetitive flooding	
	A - I	A - I	OP 12. Presentations to neighborhood associations	City Environmental Svcs Coordinator	Presentations on flood protection to neighborhood associations or meetings of repetitive loss area residents	Neighborhood associations
3. Spanish speakers	A - F, H, I	A - F, H, I	OP 13. Handouts in Spanish	City Communication Office	OP 3 handouts translated into Spanish and distributed together	Same as OP 3 and OP 4
			OP 9. Guidebook in Spanish	City Environmental Svcs Coordinator (speaks Spanish)	At displays and provided at all meetings	
			OP 5. Booth	City Environmental Svcs Coordinator	November Hispanic Fest	
			OP 6. Insurance agents	Spanish speaking insurance agencies	Discussions with clients as they happen	Spanish speaking insurance agencies
			OP 12. Bilingual presentations to neighborhood associations	City Environmental Svcs Coordinator (speaks Spanish)	Presentations on flood protection to neighborhood associations or meetings of repetitive loss area residents	Hispanic neighborhood associations
4. Landscapers	E. Get a permit, G. Construction rules, H. Protect your home	E, G	OP 13. Preparation of Neighborhood Network association meeting	Cleveland-Ripley Neighborhood Center	Schedule meeting with association by February 15	Cleveland-Ripley Neighborhood Association
5. Builders	E. Get a permit, G. Construction rules, H. Protect your home	E, G, H	OP 14. Presentation at Habitat for Humanity Contractor's meeting	City Building Department	Schedule meeting with Habitat for Humanity Contractor by February 15	Habitat for Humanity Contractors




## Program for Public Information

Table 5. PPI Projects and Initiatives

Pasadena


Target Audience	Message(s) (See Table 4)	Outcome (See Table 4)	Project(s)	Assignment	Schedule	Stakeholder
6. Real estate lenders, insurance	A. Know risk, B. Insurance, E. Get a permit, I. Everyone can get flood insurance	A, B, E, I	OP 15. Mailing on City services, including relevant OP 4 handouts	City Environmental Svcs Coordinator	Mailing to go out by February 15	
<b>Flood Response Projects (FRP)</b>						
1. All properties in the City	A. Know risk, C. Turn around	A, C	FRP 1. Press Release (TV, Radio, Facebook)	City Communication Office	Release at first flood notice	
			FRP 2. Flyer "Preparing Make Sense, Get Ready Now"	City Communication Office	Release at first flood notice	
			FRP 3. Mayor's notification release	City Communication Office, Mayor	Release at first flood notice	
			Vehicle and SMS communication system (Cell phone alarm text message information)	City Communication Office	Draft and upload by February 15	
	G. Know the flood protection reconstruction rules	G	FRP 4. Handouts for City staff to distribute when in the field	City Communication Office	Distribute when staff in field following a flood	
3. Spanish speakers	A. Know risk, C. Turn around	A, C	FRP 2. Flyers translated into Spanish	City Environmental Svcs Coordinator (speaks Spanish)	Release at first flood notice	Hispanic neighborhood associations (on their letterhead)
	G. Know the reconstruction rules	G	FRP 4. Handouts translated into Spanish	City Communication Office	Distribute when staff in field following a flood	Hispanic neighborhood associations (on their letterhead)

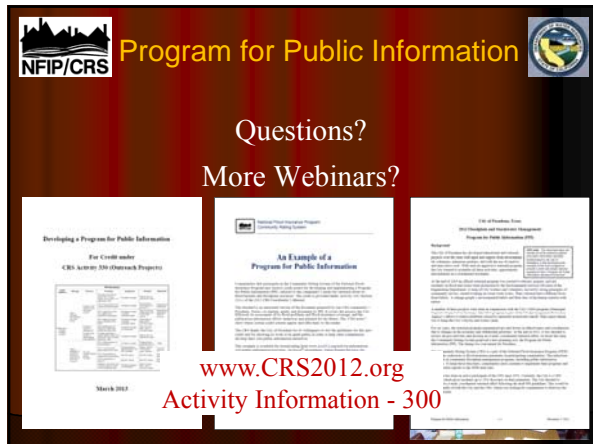


## Program for Public Information

332.c Program for Public Information (PPI)

- Committee
- Assess public information needs
- Formulate messages
- Identify projects
- Examine other initiatives
- Document
- Monitor/evaluate





The slide features a dark red background with a subtle pattern of vertical lines. At the top left is the NFIP/CRS logo, and at the top right is a circular seal. The title "Program for Public Information" is centered at the top in a yellow font. Below the title, the text "Questions?" and "More Webinars?" is displayed in white. In the center, three document thumbnails are shown: "Developing a Program for Public Information", "An Example of a Program for Public Information", and "Program for Public Information". At the bottom, the website "www.CRS2012.org" and the text "Activity Information - 300" are written in red.

Program for Public Information

Questions?  
More Webinars?

www.CRS2012.org  
Activity Information - 300